

Request for Proposal Overview

- **Packages**
 - F&B - Five Large Multi Store location Packages (Pkgs 1-5)
 - Four Small packages of 2-3 store locations (Pkgs 6-9)
 - Retail – 2 Multi Store Packages on Concourse E & F
- **Term**
 - F&B -10 year + 3 year renewal City option
 - Retail - 7 year term + 3 year renewal City option
- **Win Limitations –**
 - F&B - 2 for packages 1-5 and 1 of package 6-9
 - Retail – 1 package
- **Rent to be paid greater of MAG or Percentage Rent**
 - MAG – 1st year proposed by Proponent with Maximum Set in RFP
 - Percentage Rent
 - F&B – Set by Category in RFP
 - Retail – Minimum set by Category in RFP

Proposals Received

- **Food & Beverage Packages 1 – 5**
 - 32 proposals received
 - 8 Proponents
 - 2 Atlanta Based Proponents
- **Food & Beverage Packages 6 - 9**
 - 68 Proposals received
 - 32 Proponents
 - Some were deemed non-responsive by DOP prior to scoring
 - 20 Atlanta Based Proponents
- **Retail 1 – 2**
 - 7 proposals received
 - 5 Proponents
 - 1 Atlanta Based Proponent

Atlanta/Georgia/Southeast “Sense of Place”

| Concept | Operator/Entity | Street Location |
|------------------------------------|---------------------------------------|---|
| Sweet Georgia Juke Joint | Global Concessions | Concourse C & Peachtree St |
| The Pecan (2 locations) | Global Concessions & Host+ATLchefsJV3 | Main Street, College Park |
| Varasano's Pizzeria | Hojeij Branded Foods Inc. | Peachtree Road, Atlanta |
| Jekyll Island Seafood Company | Global Concessions | Developed for HJAIA |
| Atlanta Hawks Highlight Factory | MBF Verge JV, LLC | Phillips Arena |
| Piece of Cake | Hojeij Branded Foods, Inc. | 5 locations in Atlanta |
| Sweet on Georgia Candy Bar | Host+ATLchefs JV3 | None |
| The original El Taco (2 locations) | Host+ATLchefs JV3 & JV5 | N. Highland Ave, Atlanta |
| YEAH! Burger | Host+ATLchefs JV5 | 2 locations in Atlanta |
| Willy's Mexican Grill | Concessions/H&H JV | 8 in Atlanta and Athens also in Gainesville, FL |
| Grindhouse Killer Burgers | DNCTHS Atlanta Partners | 2 locations in Atlanta |
| Spanx | Paradies-Atlanta II, LLC | Headquartered in Atlanta |

Atlanta/Georgia/Southeast “Sense of Place”

| Concept | Operator/Entity | Street Location |
|--------------------------------------|--|--|
| Chick Fil A (2 locations) | Hojeij Branded Foods & Host+ATLchefs JV3 | Hapeville, GA (1 st location) National |
| Goldberg’s Bagels/Deli (4 locations) | Hojeij Branded Foods & Paradies ATL II JV Retail | Roswell Road, Atlanta, GA |
| Shane’s Rib Shack | Host+ATLchefs JV5 | McDonough, GA (1 st location) |
| Real Chow Baby | Host+ATLchefs JV3 | Howell Mill Rd, Atlanta, GA |
| TWIST | Concessions/H&H | Peachtree Rd, Atlanta, GA |
| ECCO | Host+ATLchefs JV3 | 7 th Street, Atlanta (midtown) |
| Paschals | Concessions/H&H | Northside Drive, Atlanta, GA |
| The Varsity | Host+ATLchefs JV3 | North Avenue, Atlanta, GA |
| Georgia Grown | DNC THS Atlanta Partners | None |
| Chin Chin Hartsfield | DNC THS Atlanta Partners | Many location, custom location for Hartsfield |
| Atlanta Chop House | Host+ATLchefs JV5 | Many locations, custom location at Hartsfield |

Evaluation of Proposals

| RELATIVE WEIGHT | GRADED ITEM | Responsible Party |
|-----------------|---|---------------------|
| 20 | Concept/Organization/General Capacity/Facility | Evaluation Team |
| 20 | Business Plan | Evaluation Team |
| 20 | Overall Project Experience and Performance | Evaluation Team |
| 20 | Financial Offer | Dept of Procurement |
| 5 | Financial Statement and Capability | Dept of Finance |
| 15 | Airport Concessions Disadvantaged Business Enterprise Goals | OCC |
| 100% | TOTAL SCORE | Dept of Procurement |

Collaborative Scoring

- Collaborative Scoring Process supervised by the Department of Procurement
- Teams of 5 Department of Aviation Supervisors and Managers, not including:
 - General Manager
 - Dept of Aviation Senior Staff Members
 - Mayor's office
- All Qualified Proposal Evaluated and Scored as described in the RFP
- Evaluator training conducted in April and June 2011 by Department of Procurement and Air Projects